從購買有機蔬菜探討消費者行為之研究

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摘要

本研究將以消費者購買有機蔬菜作為研究方向，希望深入瞭解消費者對有機蔬菜之價格敏感度、滿意度與探討消費者購買有機蔬菜之因素。故本研究目的有兩點，一、透過問卷調查方法，以瞭解消費者對有機蔬菜的認知、選擇趨勢與滿意度，二、期望瞭解消費者對有機蔬菜購買傾向，進一步分析其購買行為。本研究自 95 年 10 月 13 日至 11 月 26 日發放問卷，共發放 385 份問卷，實際回收共 347 份，有效問卷 328 份，有效回收率 85.2%。藉由電腦統計軟體 SPSS for Windows 12.0 版為分析工具，主要工作有 Cronbach α 信度分析、KMO 效度分數、次數分配、單因子變異數分析、交叉列聯表與卡方檢定、相關係數分析等工作。由問卷結果顯示：在購買次數中一個月少於一次者居多，在選擇購買有機蔬菜的評估，會考慮店家門面、有機蔬菜的新鮮度及選購地點的方便性；在滿意度方面，依次為有機蔬菜的營養價值、食用後的評價、產品品質和包裝衛生。交叉與卡方檢定部分，發現不同年齡對購買原因有差異性，男性以家人健康為首要考量，女性則是怕農藥殘留，在得知購買管道與購得地點都偏向有機專賣店，購買地點之依據也都是選產品品質，不同年齡對購買原因也有差異，18~25 歲在購買原因為營養價值，25 歲以上則以怕農藥殘留為最多。在學歷方面，學歷在國小與博士購買原因分別為營養價值與新鮮度，其他則是怕農藥殘留；在變異數分析中，研究針對基本資料的居住地、學歷、月收入三個變項與選擇評估、購後滿意進行變異數分析，結果發現都有顯著的差異；相關係數分析中得知購買管道、購得管道與購買地點之依據，三個變數中，都有正相關。

關鍵詞：有機蔬菜、消費者購買行為、電腦統計軟體 SPSS

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The Study of Consumer Behavior for Marketing Organic Vegetables

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Abstract

This research was to investigate the consumer behaviors for marketing organic vegetables. Thus, the purchase motivation, the sensitive of the price, satisfaction, and overall levels to the subjects can be obtained based upon the questionnaire recipients which were chose randomly. The questionnaire was executed from 13 October to 26 November, 2006 around the organic specialty stores. There were 347 questionnaires returned, and 328 were available. The effectiveness was 85.2%. The major tasks of this research includes: Cronbach’s $\alpha$ analysis, KMO effectiveness analysis, cross analysis and variance analysis. Through questionnaires and applied statistical software SPSS 12.0 for Windows analysis, vegetables display attraction, freshness of vegetables, and location of specialty store are the main considerations for consumers. In the purchase satisfaction respect, the nutritional value, assessment after eating, quality of production, and hygiene of the commercial package are the main factors. Most consumers go to specialty stores more than one month in frequency analysis. From the cross analysis, we found that the family health was the major consideration for male and the pesticide residue was the major consideration for female. Most consumers prefer to purchase the organic vegetables in specialty stores where are also the places to gain the purchase information. The nutritional value was the major consideration for age 18-25. Above age 25 were worried about the pesticide residue on vegetables. In the variance analyses, we found that purchase information channel, buyer channel, and purchase location are highly related.

Key word: organic vegetables, consumer behavior, applied statistical software SPSS

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